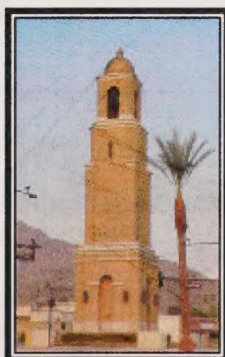
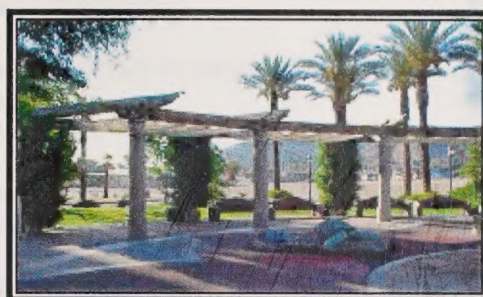


Downtown Design Guidelines and Zoning Designations

Cathedral City, California



Approved July 31, 2002
Cathedral City City Council

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DOWNTOWN DESIGN GUIDELINES

PREFACE

Rebuilding the Heart of the City

Cathedral City has launched a program to rebuild its historic downtown center. Downtown will become a premier place for strolling, gathering, working, shopping, meeting friends, relaxing with family, dining out, and generally enjoying the best a downtown can offer.

In recent years, the City has undergone major changes that have also affected other cities in the region. Population has grown, once-rural roads have become busy commercial corridors, and business activity has shifted from older centers to shopping plazas and malls in scattered locations. Prosperity has also brought an unforeseen weakening of the City's identity. Through a public workshop process, the community resolved to revitalize the City's social and physical center. Cathedral City has committed itself to creating a unique, high-quality Downtown that is the heart of the City's community pride and identity, bringing with it expanded opportunities for employment, housing, business and entertainment.

Spearheading the rebuilding effort is a dramatic overhaul of East Palm Canyon Drive, formerly the Highway 111 corridor. This street is the commercial spine of the Coachella Valley, and it expresses Cathedral City's identity to both visitors and residents. The revitalization strategy capitalizes upon the corridor's size and activity by transforming it into a striking, palm-lined "Grand Boulevard." It will be redesigned to accommodate pedestrians, bikes, and motor vehicles. Gateways, transit stops, and other special places along the Boulevard feature special plantings and landmarks to aid orientation and strengthen downtown character.

The new Pickfair Core is the focal destination of the Boulevard. The East Palm Canyon Drive frontage includes a broad promenade for outdoor cafes and storefronts and a protected, slow-traffic lane with angled parking. Turning off from East Palm Canyon Drive, one will discover a compact cluster of buildings with a colorful array of shops, services, eating places, and entertainment. Office workers, shoppers, downtown residents, city employees, and vacationers will support an active, round-the-clock street life.

Curbside and off-street parking is attractive and convenient, enabling people to leave their cars and walk anywhere in the Pickfair Core. Private and public improvements strengthen the district's character as a lush "oasis" in the desert, through design treatments that moderate sun and heat. Sidewalks, passageways, and plazas will be comfortable in both sun and shade, and feature flowers, greenery, and water features to please the eye and lift the spirit.

The centerpiece of Downtown is a public Town Square flanked by shops, cafes, specialized schools, theaters, and a new Civic Center. Celebrations, parades, concerts, and other special community events will take place there, as well as everyday activities, such as enjoying an outdoor lunch or just sitting and watching the world go by.

The Pickfair Core will be the most diverse, attractive and intensive activity center of the whole community. Downtown is intended to be more than just a commercial district. There will be housing next to the Core's stores, entertainment, and businesses. Shops, services, and recreation will be within walking distance of multi-family and visitor-servicing residential developments. Tree-lined local streets will enhance desirable Downtown mixed-uses and residential neighborhoods for families, singles, and seniors, creating a diverse Downtown resident population.

Introduction

1.1.1

1.1.2

The purpose of this study is to investigate the effects of the proposed system on the performance of the system. The study is divided into two main parts: a theoretical analysis and an experimental evaluation.

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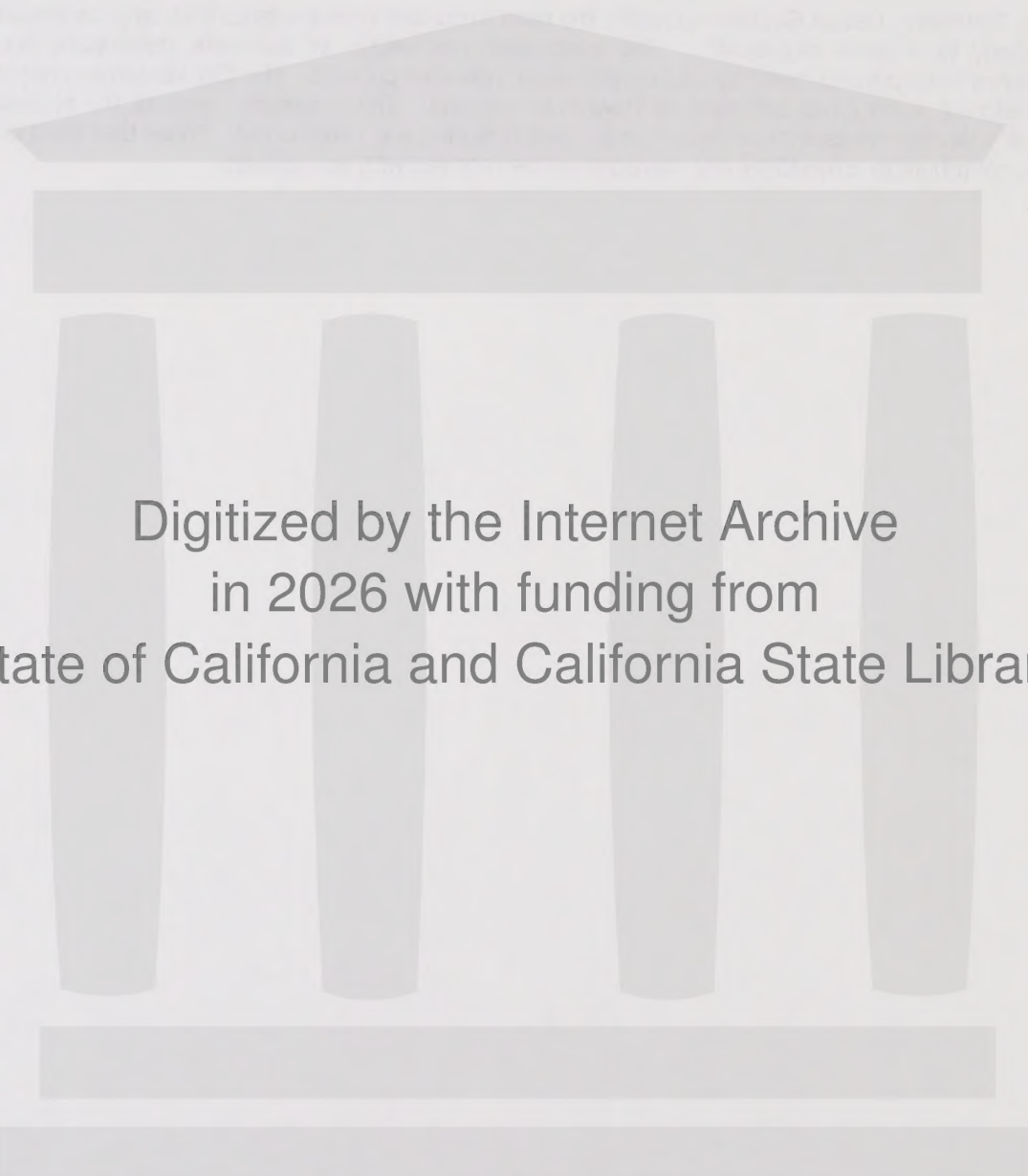
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Part of revitalizing Cathedral City's community pride and identity involves connecting to the beauty and history of the Coachella Valley. In both architecture and landscape traditions of dry California and the Southwest, the best buildings, gardens, water features and public places will celebrate the desert's powerful presence. For many people, the real and romantic images of regional Spanish, Southwestern, desert, and distinctive architectural styles are vital sources in maintaining and enhancing local identity.

The Downtown Design Guidelines identify the most important characteristics that projects should embody to enhance city identity. The imagination and talents of designers, developers, and builders must provide creativity and excellence in individual projects. The City welcomes private investment in all types and sizes of Downtown projects. The community expects the highest quality developments with projects that are well designed and constructed. Those that build on and contribute to a beneficial city character will be received with enthusiasm.



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ORIENTATION

The Role of the Downtown Design Guidelines

1.00 BACKGROUND

In March of 1992, the City of Cathedral City City Council selected a site for the City's new Downtown and Civic Center. The site was selected for its significance as Cathedral City's historic Downtown, its highly visible location along East Palm Canyon Drive, and its importance in terms of stimulating investment along and near East Palm Canyon Drive, the former Highway 111 corridor.

The City Council appointed a Downtown Task Force and directed them to develop recommendations. The Task Force completed their assignment conducting nine public workshops. Their recommendations were prepared for public distribution and presentation to the City Council in a document entitled *Downtown Revitalization Program - Concept Development Phase*.

The *Program* consisted of a Downtown Revitalization Strategy, alternative Master Plans for a new Downtown Core (Pickfair), a new design concept for the rebuilding of East Palm Canyon Drive, and a preliminary Strategic Action Plan for program implementation.

In February of 1993, the City Council approved the conceptual program recommended by the Downtown Task Force. While continuing to implement the Program's prioritized list of "Next Steps," the City Council directed the City Staff to prepare a *Downtown Precise Plan* document containing land use, parking, signage, and design policies for the Downtown area. An interim Plan was adopted in December, 1993, providing the foundation and framework for the *Downtown Precise Plan*.

By 2002, the community witnessed the development of the City's Civic Center and major theater developments. These developments along with the vision of the Downtown Precise Plan have enhanced the interest in the development opportunities of the Downtown Area. The opportunities presented have been greater than what was initially envisioned. As a result, in 2002 the City embarked on revisions to the Downtown Precise Plan to address those enhanced opportunities.

2.00 INTENT

The intent of the *Downtown Design Guidelines* is to guide public and private development in the Downtown in a way that is consistent with the concepts, goals, and objectives established in the *Downtown Revitalization Program*.

3.00 DOWNTOWN DESIGN GUIDELINE AREA BOUNDARIES

The Downtown Design Guideline Area is defined as the area shown in the "Downtown Design Guideline Area" map. The Downtown Design Guideline Area totals approximately 148 acres.

4.00 PICKFAIR CORE AREA BOUNDARIES

The Pickfair Core is the heart of the Downtown Design Guideline area, which is bounded by Monty Hall Drive on the east, Cathedral Canyon Drive on the west, the North Cathedral Canyon Channel on the north, and East Palm Canyon to the south.

5.00 ROLE OF DOCUMENT WITH CATHEDRAL CITY'S MUNICIPAL CODE

The Downtown Design Guidelines will enhance the MXC (Mixed Use Commercial) and DRN (Downtown Residential Neighborhood) zones of the *Cathedral City Municipal Code*. The Downtown Design Guidelines establishes land use and development standards for the subject

DECLARATION OF THE BOARD OF DIRECTORS

1. The Board of Directors of the Corporation

has reviewed the financial statements of the Corporation for the year ended December 31, 1999, and has approved the same for release to the stockholders of the Corporation.

The Board of Directors also has approved the audited financial statements of the Corporation for the year ended December 31, 1999, and has approved the same for release to the stockholders of the Corporation.

The Board of Directors also has approved the unaudited financial statements of the Corporation for the quarter ended September 30, 1999, and has approved the same for release to the stockholders of the Corporation.

The Board of Directors also has approved the unaudited financial statements of the Corporation for the quarter ended June 30, 1999, and has approved the same for release to the stockholders of the Corporation.

The Board of Directors also has approved the unaudited financial statements of the Corporation for the quarter ended March 31, 1999, and has approved the same for release to the stockholders of the Corporation.

The Board of Directors also has approved the unaudited financial statements of the Corporation for the quarter ended December 31, 1998, and has approved the same for release to the stockholders of the Corporation.

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parcels. The policies and development standards of the Downtown Design Guidelines contained in this document supersede those contained in the 1993 Interim Downtown Precise Plan and the 1999 Downtown Precise Plan.

In instances where the Downtown Design Guidelines and other City policies, except the Municipal Code conflict, the Design Guidelines shall apply. All development shall adhere to the City Building Code requirements and the Federal and State Laws, including the California Disabled Accessibility Guidebook.

6.00 REVITALIZATION GOALS & STRATEGY

The following Program Goals and Revitalization Strategy objectives were established as part of the original *Downtown Revitalization Program*:

- A. To restore Cathedral City's historic Downtown as the social and symbolic "Heart of the City."
- B. To revitalize the identity and investment climate of the City as a whole.
- C. To reverse the forces of disinvestment that have been causing the deterioration of Downtown commercial and residential neighborhoods and to promote the creation of a distinctive and livable Downtown neighborhood.
- D. To make Downtown a place that accommodates a rich and vibrant pedestrian environment with a wide variety of services, shops, eateries, entertainment, and cultural offerings, appealing to residents and visitors alike.
- E. To make the portion of East Palm Canyon Drive that passes through Cathedral City a "Grand Boulevard" of wide renown.
- F. To make Cathedral City the best city in the Coachella Valley - the city with the most successful Downtown, the most appealing neighborhoods, and the most attractive location for investment in job creating commercial development.

7.00 IMPLEMENTATION OF REVITALIZATION GOALS

To implement the *Revitalization Program* goals, the following overall strategy was adopted:

- A. Concentrate revitalization efforts on transforming visibly damaged areas. These areas were mainly concentrated on the north side of East Palm Canyon Drive, roughly centered around the West Buddy Rogers Avenue intersection.
- B. Remove barriers to investment caused by negative image: transform the visual character of East Palm Canyon Drive between Cathedral Canyon Drive & Date Palm Drive to make it the Coachella Valley's most attractive and memorable stretch of Palm Canyon Drive/Highway 111.
- C. Use the required East Palm Canyon Drive widening as a catalyst for beneficial changes.
- D. Set up a public-private partnership to facilitate sharing Downtown Revitalization Program costs between the City and property owners.
- E. Establish a retail/services/entertainment core in a dynamic and unique cluster that is highly visible from East Palm Canyon Drive.

- F. Improve the pedestrian connection between the Perez Road corridor's daytime population and Downtown by bridging the North Cathedral Canyon Channel at Pickfair Street.
- G. Encourage new housing construction on large under-utilized land areas north and south of East Palm Canyon Drive and east of the retail core. Identify opportunity sites for infill and/or new construction. Assist with parcel assembly "ice breaker" projects. The aim is to create a Downtown District, featuring the Pickfair Core as the central focus flanked by mixed-use and attractive downtown residential neighborhoods.
- H. Abandon existing public streets only as necessary to create developable increments of land or to provide comprehensively designed projects that maintain pedestrian passages and paseos. The goal is to eliminate the narrow, awkwardly shaped slivers of land that exist along East Palm Canyon Drive frontage, to minimize "superblocks".
- I. Ensure the creation of an attractive and diverse economically viable mixed-use district by adopting a Downtown Design Guidelines that benefits individual property owners and communicates an appealing and singular vision to attract new investors and residents.
- J. Adopt design guidelines to ensure the creation of a visually appealing center.
- K. Initiate investment with the construction of a new Civic Center and Town Square on a central, prominent site in the revitalized Pickfair Core.
- L. Continue a second stage of new investment with an integrated "anchor" retail, services and major entertainment core complex and other regional attractions on the north side of East Palm Canyon Drive centered on West Buddy Rogers Avenue.
- M. Set the stage for continued new investment with further capital improvements, including street improvements along East Palm Canyon Drive.

Figure 1: The relationship between the number of people who have been infected and the number of people who have been vaccinated.

The number of people who have been infected is shown on the x-axis and the number of people who have been vaccinated is shown on the y-axis. The data points are plotted as open circles. A line of best fit is drawn through the points, showing a positive correlation between the two variables.

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Chapter 2 COMMUNITY DESIGN FRAMEWORK How the Pieces Fit Together

The Downtown Design Guidelines provides policies that channel the many separate public and private actions in the Downtown to form a cohesive and appealing structure. It is derived from the Cathedral City Downtown Revitalization Program, as well as the General Plan, Cathedral City Municipal Code, and the Cathedral City Design Guidelines.

The Community Design Framework conditions the evolving physical character of the Downtown on four fundamental factors: City Form; Downtown Districts; The Public Realm; and The Desert Townscape.

I. CITY FORM: Making Downtown the "Heart of the City"

Policies that guide the evolving configuration of Downtown are targeted at creating a unique area that will serve as the social and functional "Heart of the City."

A. The Pickfair Core will be the most compact and densely developed area in the City.

A tight cluster of commercial, entertainment, and mixed-use buildings will support a bustling daytime and evening center. Street spaces will be intimately scaled and lined with shops. There will be shaded streets, convenient passageways, and sheltered courtyards. Shop windows, walls, signs, banners and window boxes will compose the multi-layered pattern of color, merchandise, and activity found in the best downtowns. Flanking the Core will be mixed-use developments, including housing, offices and lodging. These uses will provide a nearby source of patrons and help to reduce the need for auto-based trips to and within the Pickfair Core. Creating a new Downtown neighborhood will require higher allowable densities, shallower setbacks, and narrower streets than those found in the rest of the City.

B. The Downtown will be the most diverse and public district in the City.

Downtown will feature a variety of public places and civic buildings that compliment its variety of ground-level shops, services, and entertainment offerings. Near the center of Downtown is a bell tower landmark, emphasizing the public character of Downtown.

C. The "Public Realm" of Downtown will provide a level of public amenity and "oasis" splendor found almost exclusively in the Valley's resort areas.

A dramatic sequence of unfolding public spaces will be the hallmark of Cathedral City's Downtown: A boulevard will lead to the Downtown Gateway, the Gateway to shop and entertainment core, and to the Town Square and Civic Center. From the north, Perez Road will link to the Core, with a pedestrian bridge over the North Cathedral Canyon Channel leading to the Civic Center, the Town Square, and Pickfair Core.

Design guidelines will ensure the addition of flowers, arbors, colonnades, window boxes, ornamental accents and other flourishes consistent with the Coachella Valley's "oasis" imagery, and in keeping with the design themes developed for major capital improvement projects. To channel the many separate projects toward an attractively composed whole, development standards and design guidelines will ensure a proper match between building and site treatment and the public space each project faces.

CHAPTER 1
THE NATURE OF THE PROBLEM

The first step in the solution of a problem is to identify the problem. This is often the most difficult step, as it requires a clear understanding of the situation and the ability to see the problem in its context.

The second step is to define the problem. This involves identifying the specific aspects of the problem that need to be solved and the goals that need to be achieved.

The third step is to develop a plan. This involves identifying the steps that need to be taken to solve the problem and the resources that will be needed.

The fourth step is to execute the plan. This involves carrying out the steps that have been identified in the plan and monitoring progress as the problem is solved.

The fifth step is to evaluate the solution. This involves checking to see if the problem has been solved and if the solution meets the requirements.

The sixth step is to reflect on the solution. This involves thinking about the problem and the solution and what can be learned from the experience.

The seventh step is to communicate the solution. This involves sharing the solution with others and explaining how it was developed.

- D. Downtown will be a unique city neighborhood.** Although Downtown Cathedral City will function as a special destination for the entire City and Coachella Valley region, the Downtown also will be a neighborhood at the most fundamental level. The Pickfair Core, located at the center of a compact mixed-use residential and commercial district, will additionally function as a neighborhood center, providing services and convenient shops for people living and working nearby.

To ensure the development of a unique "Downtown Neighborhood," some areas within Downtown will be designed for residential uses, and others will enable mixed-use including residential. Development standards encourage and accommodate investment in a wide range of housing types and sizes.

- E. Connections between Downtown and adjacent districts will be improved. The linkage to Perez Road will be reinforced.** A connecting pedestrian bridge will link the Pickfair Core across the North Cathedral Canyon Channel to businesses in the Perez Road area. The bridge will accommodate pedestrians and bicyclists.
- F. East Palm Canyon Drive has been transformed from a barrier to a connecting "seam" between Downtown districts.** Improvements to the portion of East Palm Canyon Drive that traverses Downtown orient new development toward the boulevard rather than away from it. A unified design theme and special cross-section have created a "Grand Boulevard" and gateway to the Downtown.

II. DOWNTOWN DISTRICTS: The Basic Structure of Downtown

The Downtown area is shown on the attached map and contains the Mixed Use Commercial and Downtown Residential Neighborhood zones. Additionally, the Pickfair Core has a unique character as described below.

A. THE PICKFAIR CORE AREA

The Pickfair Core will be the most diverse and active district in the City. It will include storefront-scale commercial buildings, multi-unit housing, offices, entertainment attractions, and civic activities and facilities. The Core's buildings will be designed to create visual interest and reflect traditional desert building materials, colors and architectural styles. It will contain the following community design elements:

- 1. Ground-floor retail and entertainment uses concentrated in the Core.** The majority of retail businesses must be clustered tightly together within easy walking distance of each other and parking areas. Ground-level retail and related service uses are required. Professional office uses, educational facilities, and health clubs should be on upper floors.
- 2. Street spaces defined by buildings built to the back of the sidewalk.** By building with little or no setbacks, streets in the Downtown will become unique enclosed public spaces of pleasing proportions, rather than typical roadways with little or no spatial definition.
- 3. Ground-level retail, services and entertainment uses clustered tightly together on special pedestrian-oriented streets.** Ground-level shops will appear relatively narrow in width. Each will provide door and window openings directly onto the public street and/or sheltered paseos or plazas. This compact configuration will produce a lively commercial rhythm and a colorful public setting.

1. The first step in the process of identifying a problem is to define the problem. This involves identifying the symptoms of the problem and determining the scope of the problem. Once the problem has been defined, the next step is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the relationships between these factors. Once the causes of the problem have been identified, the next step is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Once a plan of action has been developed, the next step is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

2. The second step in the process of identifying a problem is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the relationships between these factors. Once the causes of the problem have been identified, the next step is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Once a plan of action has been developed, the next step is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

3. The third step in the process of identifying a problem is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Once a plan of action has been developed, the next step is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

4. The fourth step in the process of identifying a problem is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

5. The fifth step in the process of identifying a problem is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

6. The sixth step in the process of identifying a problem is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the relationships between these factors. Once the causes of the problem have been identified, the next step is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Once a plan of action has been developed, the next step is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

7. The seventh step in the process of identifying a problem is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Once a plan of action has been developed, the next step is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

8. The eighth step in the process of identifying a problem is to implement the plan. This involves carrying out the steps that have been identified in the plan and monitoring the progress of the implementation. Finally, the last step in the process is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

9. The ninth step in the process of identifying a problem is to evaluate the results of the implementation. This involves comparing the actual results with the expected results and determining the effectiveness of the implementation.

4. **A variety of public spaces and places.** By providing a continuously unfolding series of public spaces, the Pickfair Core will fulfill the community's intention to create a public "Heart of the City."
5. **Discreet yet attractive and accessible parking areas.** Off-street parking areas will be located behind commercial buildings and accessed from side streets; i.e., they are not to be prominent from the Town Square or from East Palm Canyon Drive. Well-marked and illuminated mid-block paseos and walk-through passages will connect pedestrians to the Town Square and East Palm Canyon Drive frontages. Permanent surface parking areas are to be heavily planted as addressed in this document.
6. **Public Facilities.** An authentic Downtown would not be complete without Civic pride. Augmenting the existing Community/Senior Center complex on East Palm Canyon Drive across from the Pickfair Core area, there are the new Civic Center, Town Square, Bell Tower, public gardens, fountain and relaxing parkland.

B. MIXED-USE COMMERCIAL AREAS

Areas adjacent to East Palm Canyon Drive, near Cathedral Canyon Drive and Date Palm Drive, are planned for *Mixed-Use* area containing housing, commercial, office and lodging. Mixed-use developments are appropriate along major streets. They require traffic capacity and/or high levels of visibility and access. They balance greater street widths with larger building height, mass and landscaped setback areas. Development standards and design guidelines for these areas are focused on producing buildings characterized by wide masses ("stately" building proportions), "grand" entryways and design features consistent with a prominent boulevard address. The central focus of the Mixed-Use Commercial Districts is *East Palm Canyon Drive*. Street design, land use, and building forms are complementary to one another, combining to create the Coachella Valley's most attractive "Grand Boulevard."

C. DOWNTOWN RESIDENTIAL NEIGHBORHOOD

Higher density residential districts shall be established north and south of East Palm Canyon Drive and east of the Pickfair Core. Permitting higher density infill residential developments will attract new investment to the area and help to establish a significant residential population within walking distance of the Pickfair Core. The character of new developments will also be compatible with the scale of existing housing in adjacent and nearby areas. Street trees, front yard setbacks, porches and desert building forms and materials are design elements of new Downtown Residential Neighborhood development.

III. THE PUBLIC REALM: Settings for Community Activity

The creation of a successful Downtown, one that attracts residents and visitors to diverse activities and continued investment, depends on creating the best possible setting for shops, restaurants, galleries, entertainment, civic and cultural facilities. Beginning at the entrances to Downtown along East Palm Canyon Drive, the motorist, bicyclist, and pedestrian will be presented with a dramatic sequence of attractive and unique public spaces and places.

A. EAST PALM CANYON DRIVE "THE BOULEVARD"

A widened and improved East Palm Canyon Drive is envisioned as the primary catalyst for revitalization of the overall Downtown Design Guideline Area. The street must fulfill two important functions simultaneously; it must provide the capacity needed to accommodate heavy regional traffic volumes, consistent with its role as a community arterial and it must provide the amenities and visual qualities needed to attract investment and high-value new development. The following design elements are envisioned:

4. It is not the purpose of this study to determine the extent to which the respondents are aware of the various factors that influence the choice of a career.

5. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career.

6. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career.

7. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career.

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10. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career. The study is not intended to determine the extent to which the respondents are aware of the various factors that influence the choice of a career.

1. **Palm-lined boulevard image.** Consistent with its name, East Palm Canyon Drive shall be improved with a consistent and dramatic frontage planting of palm trees throughout the Downtown Design Guideline Area. Palms shall be located to create a strong architectural effect, yet promote visibility of adjacent buildings and properties.
2. **Downtown landmark.** A centrally located Belltower provides a prominent landmark at the northerly intersection of West Buddy Rogers Avenue and East Palm Canyon Drive. This landmark will serve as both a symbol for the Pickfair Core and a means of orientation. The landmark will be attractively illuminated for nighttime visibility and recognition.
3. **Storefront commercial and angle parking along the Pickfair Core.** Because of its regional traffic function, East Palm Canyon Drive is one of the highest visibility locations for commercial development in the City. Commercial uses and protected angle parking along the frontage will create a "public face" for the Pickfair Core and comprise some of its most valuable commercial frontages. Offices and/or residential space on upper floors are also desired.
4. **Boulevard and bikeway frontage outside the Core.** Improvements associated with widening East Palm Canyon Drive and with new development along the frontage shall be coordinated to create an attractive landscaped boulevard across from and adjacent to the Pickfair Core. The frontage concept includes a graciously scaled pedestrian walk, a bicycle path, and space for transit/vehicular access and drop-off areas.

B. "THE MAIN STREET"

Pickfair Core streets and paseos represent the "Main Street" concept in the Downtown. Contrasting dramatically with the great width of East Palm Canyon Drive and West Buddy Rogers Avenue will be an intimately scaled "Main Street" leading directly off the East Palm Canyon Drive frontage. This street shall be the most pedestrian-oriented street in the Core, with arcades and/or overhanging canopies to provide shade in summer. It shall be lined with storefront entertainment and related retail commercial development. Offices and institutional development on upper floors are also desired. West Buddy Rogers Avenue acting as the "Main Street" will intersect East Palm Canyon Drive at the Belltower landmark providing ease of access and prominent visibility.

C. MID-BLOCK COURTYARDS AND PASSAGEWAYS

Within the structure of Downtown blocks, development shall enclose intimately scaled mid-block passageways connecting public streets to parking areas. In at least one block in the Downtown, the mid-block passageways will lead to a center-block courtyard. Buildings adjacent to these public spaces will provide windows, doors, and signs at ground level oriented to pedestrian traffic.

D. THE TOWN SQUARE

A central Town Square is located at West Buddy Rogers Avenue and George Montgomery Trail. This public space will be capable of accommodating formal public events as well as informal outdoor seating and dining. At the center of the Town Square will be a fountain that celebrates the preciousness of water in the desert by placing water at the "Heart of the Downtown." Ample seating opportunities will be offered near the fountain, in and out of the sun.

1. The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The goal is to gain a clear understanding of the market environment and to identify opportunities and challenges.

2. The second step is to develop a business model. This involves determining how the business will generate revenue and how it will manage its costs. The business model should be based on the findings of the market analysis and should be realistic and sustainable.

3. The third step is to create a financial plan. This involves projecting the business's financial performance over a period of time, typically three to five years. The financial plan should include a detailed budget, a cash flow statement, and a balance sheet. It should also include a sensitivity analysis to show how the business's performance might change under different assumptions.

4. The fourth step is to develop a marketing and sales strategy. This involves identifying the target market, developing a marketing mix, and creating a sales plan. The marketing and sales strategy should be based on the findings of the market analysis and should be designed to attract and retain customers.

5. The fifth step is to create an implementation plan. This involves identifying the key tasks and milestones that need to be completed in order to launch the business. The implementation plan should be detailed and should include a timeline, a list of responsibilities, and a budget. It should also include a contingency plan to address potential risks and challenges.

6. The sixth step is to monitor and evaluate the business's performance. This involves tracking key performance indicators (KPIs) and comparing them to the targets set in the business plan. The monitoring and evaluation process should be ongoing and should allow the business to make adjustments as needed.

7. The seventh step is to update the business plan. This involves reviewing the business plan regularly and making updates as needed. The business plan should be a living document that reflects the current state of the business and its future plans.

E. PUBLIC BUILDINGS

As the most public district in the City, Downtown is the ideal setting for public facilities. Public buildings will be constructed to be recognizable as civic structures and to present an accessible and welcoming facade to residents and visitors. The City will encourage other public uses in the Precise Plan area. The following three public facilities are located Downtown:

- 1. The Civic Center.** A new Civic Center is located in the Pickfair Core adding to the district's level of activity and its role as "Heart of the City." The Civic Center is sited north of the Town Square and together with the square anchors the Pickfair Core symbolically. The Civic Center is comprised of City Hall, Police Department, and the City's Council Chamber.
- 2. The Community/Senior Center.** Adjacent to the Core, Community/Senior Center complex is to be preserved in the area to emphasize the public character of the Downtown.
- 3. The Parking Structure.** Within the Core, a three-story parking structure provides 1,125 public parking spaces to facilitate the parking needs of the Pickfair Core development.

1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation $f(x) = \int_0^x f(t) dt$. It is shown that $f(x)$ is a constant function and that $f(0) = 0$.
2. In the second part, we consider the function $g(x)$ defined by the equation $g(x) = \int_0^x g(t) dt + x$. It is shown that $g(x)$ is a linear function and that $g(0) = 0$.
3. The third part of the paper is devoted to the study of the properties of the function $h(x)$ defined by the equation $h(x) = \int_0^x h(t) dt + x^2$. It is shown that $h(x)$ is a quadratic function and that $h(0) = 0$.
4. In the fourth part, we consider the function $k(x)$ defined by the equation $k(x) = \int_0^x k(t) dt + x^3$. It is shown that $k(x)$ is a cubic function and that $k(0) = 0$.

DOWNTOWN DESIGN GUIDELINES

RECOMMENDED DESIGN STANDARDS

- 1.00 Purpose and intent**
 - 2.00 Visual character**
 - 3.00 Design**
 - 4.00 Oasis concept**
 - 5.00 Gardens and courts**
 - 6.00 Streets, paths and public places**
 - 7.00 Architectural context**
 - 8.00 General characteristics**
 - 9.00 Block pattern**
 - 10.00 Site access**
 - 11.00 Parking**
 - 12.00 Landscaping**
 - 13.00 Lighting design**
 - 14.00 Signs**
-

1.00 Purpose and intent.

1.01 The Downtown Design Guidelines are policies that are strongly recommended, yet discretionary, providing guidance in terms of subjective considerations, such as district character, design details, or architectural style. They are criteria for design review by City Staff, the Redevelopment Agency, the Architectural Review Committee, the Planning Commission and the City Council/Redevelopment Agency Board.

1.02 Development standards shall be prescribed pursuant to the underlying zoning classification as described in the Municipal Code. Where the Downtown Design Guidelines fail to address a particular standard, the Municipal Code shall apply. In instances where the Downtown Design Guidelines and other City policies conflict, the Downtown Design Guidelines shall apply.

1.03 The Downtown Design Guidelines were created to shape development in the downtown area of Cathedral City (see map of area Exhibit A). Specific design qualities that relate to a lively pedestrian environment are desired for the downtown area. Such downtown qualities include elements related to visual character, design, gardens and courts, and streets and paths.

2.00 Visual character.

2.01 The Downtown Design Guidelines include elements and standards that will establish a minimum base line of visual elements, as described throughout this chapter, that repeat throughout the downtown. By defining and maintaining such a palette of desired visual elements, a distinctive local identity will emerge. The Pickfair Core, which represents the "Heart of the City," will be a place of high pedestrian activity, with buildings and open spaces relating directly to the pedestrian level. The visual character of buildings will reinforce this desired sense of place.

3.00 Design.

3.01 Attached to this document is an exhibit, 'Design Context and Desert Townscape' (Exhibit B). This exhibit illustrates examples of town fabric – buildings, gardens and courts as well as streets and paths. They do not include all possibilities and the categories are not mutually exclusive. Many of the best and most characteristic elements simultaneously address "climate and comfort" and "building traditions." The exhibits are intended to explain overall principles. They provide a basic vocabulary upon which designers and builders should creatively expand. They shall be incorporated as applicable in public and private sector-sponsored improvements in the downtown area and shall function as development review criteria.

4.00 "Oasis" concept.

4.01 The "oasis" concept should be used when designing buildings and spaces in the downtown area. This concept relies on a hierarchy of desert characteristics that gradually lead into a lush oasis. Examples of the "oasis" concept include, but are not limited to the following:

4.01.01 Buildings are designed to protect people from the hot desert environment. They incorporate

CHAPTER 10: THE HISTORY OF THE UNITED STATES

The history of the United States is a complex and multifaceted story that spans centuries. It begins with the arrival of Native Americans in the Americas, followed by the arrival of European settlers. The United States was founded in 1776, and since then, it has experienced a long and turbulent history. The country has been shaped by a series of events, including the American Revolution, the Civil War, and the Great Depression. The United States has also played a significant role in the world, particularly in the 20th century, when it emerged as a superpower. The history of the United States is a story of resilience, innovation, and the pursuit of the American dream.

The history of the United States is a story of the struggle for freedom and equality. From the early days of settlement to the present, Americans have fought for the right to live in a free and democratic society. The United States has been a land of opportunity, where people from all over the world have come to seek a better life. The history of the United States is a story of the triumph of the human spirit over adversity. It is a story of the power of the American dream, which has inspired generations of Americans to strive for a better future. The history of the United States is a story of the values that have shaped the country, including freedom, democracy, and the pursuit of happiness. These values have been the foundation of the United States, and they continue to shape the country today.

The history of the United States is a story of the power of the American dream. The American dream is the belief that anyone can achieve success and prosperity through hard work and determination. It is a dream that has inspired millions of Americans to work hard and strive for a better future. The American dream is a central part of the United States' identity, and it has played a significant role in the country's history. The history of the United States is a story of the power of the American dream, which has inspired generations of Americans to strive for a better future. The American dream is a central part of the United States' identity, and it has played a significant role in the country's history.

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protective courtyards, recessed windows and doors, and thick, insulated walls.

4.01.02 Standard public places utilize desert landscaping and are stark in comparison to the garden setting utilized to identify important public places that utilize lush landscaping, fountains and colorful plants.

4.01.03 Public areas incorporate places to retreat from the desert sun such as shade structures, trellises and misting systems.

5.00 Gardens and courts.

5.01 Gardens and outdoor gathering spaces should be "oasis" courtyards, protected from sun and wind by buildings, walls and trees and embellished with accents of flowers and vegetation. In addition to arcades and porticoes attached to buildings, garden structures, such as trellises and arbors, should be used to provide dappled shade. For gathering or waiting areas, evaporative cooling may be provided via cooling towers and misting systems. Drip fountains and pools can be used judiciously or to provide coolness with the sound and feel of water. Ground surfaces should be made porous to decrease runoff and materials and finishes selected to reduce glare.

5.02 The success of the "oasis" concept is contingent upon creating a citywide hierarchy of drought tolerant landscaping. In order to maintain the sense of the desert and the power of contrast, only the most important public places will have an oasis-like quality, with splashing water, colorful flowers and lush greenery on display. Walled and protected courtyards throughout the City would also have "oasis" status. This will create a sense of arrival partnered with an element of surprise for pedestrians as they move through the downtown area.

5.03 In the Hispanic of Moorish traditions of "oasis" gardens, walls play an integral role in shaping and protecting garden spaces. They are characterized by stone and stucco surfaces, tile screen openings, tile caps and formal gateway openings. Formal garden organization and layout grow from the interaction of gardens with

walls and buildings. Urns and cistern planters provide ornamental accents that symbolize the preciousness of water.

6.00 Streets and paths, and public spaces.

6.01 Trellises, awnings, canopies and shade trees should be used to shade public spaces, passages, and sidewalks. Waiting places such as bus stops and seating areas should be protected with trees or shelters. Windbreaks of tall trees should be established at district and neighborhood edges. Drought tolerant plants should be used in landscaped areas to reduce water use. The width of asphalt roadbeds should be limited to reduce solar heat gain.

6.02 The "oasis" concept relies on drought tolerant landscaping of the majority of street and yard spaces to create a powerful contrast with generously planted central gathering places and courtyards. The use of landscape materials should be restrained and public streets, sidewalks and mid-block paseos in the Pickfair Core should be defined with stone or stucco finished walls, regularly spaced trees and ornamental streetlights. Streetlights, ornamental stone and concrete seating, trash receptacles, planters and other street furniture should be permanent and substantial in character and should compliment chosen architectural styles.

6.03 Within the structure of downtown blocks, development shall enclose intimately scaled mid-block passageways connecting public streets to parking areas. In at least one block in the downtown, the mid-block passageways will lead to a center-block courtyard. Buildings adjacent to these public spaces will provide windows, doors and signs at ground level oriented to pedestrian traffic.

7.00 Architectural context.

7.01 Southwestern architectural styles that derive from Spanish and Mediterranean buildings are recommended as prototypical for the downtown area. All structures should generally reflect modern variations of the general design

characteristics as described below in "General characteristics". Variations of the described style can be approved if the basic elements are used and reflected in the overall design composition.

8.00 General characteristics.

8.01 Massing and façade composition.

8.01.01 Buildings are simple, box-like masses, often embellished with arcades, colonnades and trellises. Symmetrical façade compositions are common.

8.01.02 Surfaces, wall openings, and ornamental features convey solidity and wall thickness.

8.01.03 In areas outside of the Pickfair Core, openings (doors and windows) comprise of less than fifty (50) percent of the wall surface. Areas inside the Pickfair Core should utilize ground level building increments where storefronts and/or building bays are a maximum of thirty (30) feet in width. Buildings with a longer frontage should have a vertical architectural feature, such as a column, etc., every twenty-five to thirty (25-30) feet to reflect the structural bay spacing. The smallest feasible spacing of doors, windows, columns and other features are recommended.

8.01.04 The wall surface is treated as a 'living wall' where activity and movement are created by utilizing elements such as windows, doors, balconies and/or window boxes even when the use of the building does not require such elements.

8.01.05 Openings are "punched" in the wall surface, recessed three (3) inches or more for residential and six (6) inches or more for commercial.

8.01.06 Walls appear thick or to be made of adobe.

8.01.07 Buildings, arcades and walls are used to enclose formal courtyard and passage spaces.

8.01.08 Fountains are used in courtyard spaces to provide relief in hot weather. The design and materials should relate to the principle building(s).

8.01.09 Columns defining arcades or passages are plastered (eighteen (18)

inches or greater in width) or heavy timber posts.

8.01.10 Close relationship to outdoor formal gardens through use of french doors and terraces are common.

8.01.11 Vertical bands with deep-set windows and spandrels are use in commercial applications.

8.01.12 Architectural features such as domes, turrets, towers, cupolas, building entry volumes or ornamental portions of parapet walls are allowed.

8.02 Windows and doors.

8.02.01 In general, upper stories should have a window to wall area proportion that is smaller than that of ground floor storefronts (typically thirty to fifty percent (30 – 50%).

8.02.02 Shaped frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed. For example, a larger window should have thicker framing members.

8.02.03 Mullion windows (true divided light) or section windows are recommended where a divided window design is desired. "Snap-in" grilles or muntins shall not be used.

8.02.04 Clear glazing is strongly recommended. Reflective glazing should not be used. If tinted glazing is used, the tint should be kept as light as possible. Silver, green or gray tints are not allowed.

8.02.05 Arched window and door openings have a full semicircular arched shape.

8.02.06 Windows are regularly spaced, or placed in regularly spaced groupings.

8.02.07 Windows typically have vertical proportions (greater in height than in width) and shall be rectilinear in shape.

8.02.08 Window operating types are casement, single or double hung, or fixed.

8.02.09 Large windows are multi-paned or paneled.

8.02.10 Doors should be substantial and well detailed. They should match the materials design and character of

the building and shall be recessed a minimum of six (6) inches.

8.02.11 Narrow line or aluminum framed doors and windows are not preferred.

8.03 Roofs.

8.03.01 Roof pitches range from low (3:12) to moderate (5:12) or are flat with extended parapets.

8.03.02 Roofs are flat, simple gable or hip type. Shed roofs are used when attached to a wall with larger volume. Mansard roofs are not allowed.

8.03.03 Roofs and cornices are red or brown lay tile or concrete shakes. Mission Barrel "C" and Mission "S" types are appropriate for tiles. Wood shingles or shakes, tar and gravel, and composition asphalt shingles are not allowed.

8.03.04 Raised panel metal seam roofing is permitted as an accent and should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.

8.03.05 Colorful clay, ceramic or concrete tiles are recommended for decorative roof shapes, such as parapets, domes and turrets.

8.03.06 Rolled composition, or elastomeric roofs should be screened by parapets or false-front sections of sections of sloping roofs.

8.03.07 Chimneys are stucco with ornamental brick, metal and/or tile accents.

8.03.08 Roofs extend over courtyards to enclose arcades.

8.03.09 Rows of projecting vegas or exposed heavy rafters support the roof.

8.03.10 Mechanical equipment on rooftops should be screened, preferably behind a parapet wall. Louvered panels and other treatments that are compatible with the building's architecture may also be appropriate.

8.03.11 Note on parapet and cornice cap flashing: Sheet metal parapet cap flashing should be painted to match the wall or trim color. Select a minimum to avoid "oil canning" distortion in the metal as follows: twenty-four (24)

gauge galvanized steel, twenty-six (26) gauge stainless steel, 0.232-inch aluminum, or sixteen (16) ounce copper.

8.04 Walls, fences arches and columns.

8.04.01 These elements should be used to define public and private boundaries and/or spaces and as a means to screen open surface parking areas. Walls can be utilized to create public type spaces through incorporation of wall seating.

8.04.02 Existing and proposed side setback areas must be screened from the street and sidewalk by a decorative gateway, fence, wall, or row of columns.

8.04.03 Stucco and concrete garden walls with pedestrian gates shall be located at or near the parcel boundaries.

8.04.04 Pedestrian gates shall have a traditional decorative character and should be made of heavy wood or iron.

8.04.05 Walls, fences and columns should be designed to reflect the architectural style and materials of the principle building(s).

8.04.06 At entrances to surface parking lots and garden settings, masonry gateways should be employed to enhance the visibility and appearance entrances and as support for lighting and signage.

8.04.07 Fence and wall panels should be divided into regular modules that relate to the architecture/massing module of the principle building(s).

8.04.08 A combination of thick and thin structural elements should be used with thicker elements for supports and/or panel divisions. Fence posts and/or support columns may be built up with additional trim, cornices and/or moldings for this purpose.

8.04.09 Walls and columns should have a base and coping.

8.04.10 A row of freestanding columns can be effective as an open screen between parking areas and streets or walks. A continuous chain or open metal fence (not including chain link)

attached between columns can be an attractive device for creating stronger separation.

- a. Spacing of columns: maximum ten (10) feet on center.

8.04.11 Public seating should be incorporated into wall areas.

8.04.12 Materials should be the same as or compatible with the principal building(s). Support post or column materials may differ from fence materials. For example, metal fence panels combined with masonry columns. Decorative metals and points for fencing should be used.

8.04.13 Recommended fence materials are wrought iron, cast iron and welded steel for residential or commercial applications. Elaborate metal fences such as decorative wrought iron may be mounted on a low masonry wall and/or spanned between masonry columns.

8.04.14 Recommended wall and column materials are pre-cast concrete, stucco-faced, and split-faced concrete or concrete block, brick or stone. Precision block is only allowed with specialized cap features or with stucco finish.

8.04.15 Materials not allowed:

- a. Chain link fences
- b. Wood fences
- c. Barbed wire, razor wire or electrical wire
- d. Gray concrete block

8.05 Materials.

8.05.01 Wall materials are smooth stucco, textured concrete, adobe bricks, local desert rock and heavy timber. Clapboard or plywood siding, or exposed concrete blocks are not allowed.

8.05.02 Smooth textured stucco walls are common. Highly textured surfaces, such as "Spanish Lace" are not recommended.

8.05.03 Heavy timber beams and columns are rough sawn or sandblasted and stained.

8.05.04 Glazed and unglazed ceramic tile and other ornamental tile are used to trim doors, windows and wall surfaces as accents or base materials. Metal artwork can be used as accents.

8.05.05 Window and door trim colors are dark in contrast to wall surfaces.

8.05.06 Decorative wrought iron is commonly used for accents on doors, windows, roof supports, balcony railings, grille work, hardware, light fixtures, and building address numbers.

8.05.07 Stained wood is used for trellises, balconies, shutters, doors and other details. Painted stencil patterns are applied for decorative effect.

8.05.08 Cast terra cotta or concrete surface ornaments are used, especially for commercial applications.

8.06 Paving materials for pedestrian surfaces.

8.06.01 In general, a maximum of two materials should be combined in a single application. All walks shall be treated to reduce glare. Permitted materials include:

- a. Large square ceramic or concrete tile units.
- b. Stone - such as slate or granite.
- c. Concrete unit pavers.
- d. Poured in place concrete - concrete should be used with one of the following treatments: integral pigment color, dust on color, special aggregate, special scoring pattern, and ornamental insets, such as tile.
- e. Recycled materials are encouraged.

8.07 Color.

8.07.01 In keeping with the traditional desert character, earth tones or pastels should be used for wall surfaces. Color for trim, awnings and other accessories should accent and contrast wall color.

8.07.02 Brilliant desert colors can be used to give additional emphasis to architectural features such as building bases, columns, cornices, capitals and bands. Typical applications are fabric awnings, window frames, or special architectural features.

8.08 Ground floor uses.

8.08.01 Ground floors should be treated as individual small buildings with

their own base, roofline and pattern of window and door openings.

8.08.02 Base – a panel of tile or other special material is recommended below display windows. Materials recommended for walls are generally suitable. Base materials should be the same or “heavier” materials visually than walls. Ceramic or concrete tile is frequently used as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for a decorative effect. Brick and/or wood are not recommended.

8.08.03 Clerestory windows – are horizontal panels of glass between the storefront and the second floor.

8.08.04 Recessed entries - are recommended with treatments that include special paving materials, ornamental ceilings and decorative light fixtures.

8.08.05 Doors – should be substantial and well detailed. They are the one part of the storefront that patrons will invariably touch and feel. They should match the materials, design and character of the display window framing and shall be recessed a minimum of six (6) inches.

8.09 Awnings, trellises and canopies.

8.09.01 Awnings, trellises and canopies are recommended and should utilize colorful fabric mounted over a metal structure that is framed and attractive in design. Fabric awnings are generally preferable to permanent canopies.

a. Materials, colors and form should be derived from the building architecture.

b. Placement – trellises, canopies and awnings should be above the display windows and below the storefront cornice or sign panel. They should not cover columns, pilasters, clerestory windows or other architectural features.

c. An individual awning or canopy for each storefront or building bay complements the building more

effectively that one continuous awning.

d. Backlit awnings are not permitted.

9.00 Block pattern.

9.01 All development shall be configured generally into a pattern of rectilinear blocks, with new streets and access drives, if any, linking to existing City streets.

9.02 Mid-block pedestrian corridors are highly recommended.

9.02.01 These public rights-of-way or pedestrian ground level easements should be a minimum of ten (10) feet wide and fourteen (14) clear vertically.

9.02.02 Pedestrian access corridors into block interior plazas or courtyards or access to parking shall be 350 feet or less apart.

10.00 Site access.

10.01 Direct pedestrian access – all uses, including buildings and tenant spaces, shall have the main entrance open directly onto a public street or publicly accessible plaza, courtyard, or passageway. It is highly recommended that pedestrian access to building entrances be provided via sidewalk and not require walking across parking lots.

10.02 Services access, in order of preference, shall be from the off-street parking lots or side streets. Trash and loading areas shall be centralized wherever possible and screened from thoroughfares, side streets and adjoining properties.

10.03 Curb cuts and vehicular access shall be minimized. Shared lanes, access drives and parking arrangements are encouraged to reduce the need for new curb cuts.

10.04 Driveways to on-site parking garages or lots shall reflect the following criteria:

10.04.01 Ramping driveways shall be located beyond the back of the sidewalk with a maximum grade of fifteen (15) percent.

10.04.02 Setbacks from adjacent properties shall be a minimum of five (5) feet, except for shared driveways.

10.04.03 Paving treatment – the first twenty-five (25) feet of the driveway length shall be constructed of Portland cement concrete. The remainder may be constructed of asphalt, concrete, or other equivalent surface as approved by the City Engineer.

10.05 Shared access driveway shall be required when feasible, to minimize on-street curb cuts and to serve adjoining vehicular access needs of new development.

10.06 Entry porches and courtyards shall be provided for access to all buildings and should face the public way.

10.07 Streets located north of East Palm Canyon Drive and east/west streets located south of East Palm Canyon Drive shall be developed according to the following standards:

10.07.01 Rights-of-way width shall be a minimum of fifty-two (52) feet, unless otherwise determined by the City.

10.07.02 Curb to curb widths should be a minimum of thirty-six (36) feet to accommodate on-street parking on both sides (eight (8) feet wide) and two (2) ten (10) foot wide travel lanes.

10.07.03 On street parking planters to separate on-street parking spaces shall be a minimum of six (6) feet wide and shall be located every three (3) spaces, or sixty (60) feet. Trees shall be located approximately thirty (30) feet on center and shall alternate from the on-street planter to grated tree wells located in the sidewalk on the opposite side (see diagram).

10.07.04 Sidewalks (including curb width) for streets located north of East Palm Canyon Drive should be a minimum width of eight (8) feet wide on both sides of the street. Sidewalks for streets located south of East Palm Canyon Drive should be a minimum width of six (6) feet wide on both sides of the street.

10.08 Development adjoining existing north and south local residential collector streets – (Van Fleet Avenue, Allen Avenue,

Glenn Avenue, etc.) south of East Palm Canyon Drive.

10.08.01 A twenty-five (25) foot wide curb to curb street pavement can accommodate two twelve (12) foot wide traffic lanes with no on-street parking.

10.08.02 The public street right-of-way shall accommodate a six (6) foot wide sidewalk along the west side, with a five (5) foot wide (curb adjacent) parkway on both sides of the street.

10.08.03 The parkway on both sides of these local collector streets provides for ground cover planting (no sod or grass), decomposed granite, pavers or extended sidewalk pavement area with street trees planted approximately thirty (30) feet on center.

10.08.04 A six (6) foot wide public pedestrian sidewalk and utility easement along the east side of these north-south local collector streets shall be required to be improved and dedicated to the City with any substantial improvement of properties on the east side of the existing streets in this area.

11.00 Parking.

11.01 Surface parking lots should be designed as an integral feature of the overall site development plan.

11.01.01 Orchard style parking should be employed in all permanent surface parking lots as it provides more even shade and vegetation throughout the parking area. Trees shall be planted toward the rear of parking stalls to create a grid rather than rows.

11.01.02 Surface parking lots shall have a minimum of fifty (50) percent shade coverage of the parking area within 15 years of construction. Trees should be planted between every three (3) parking spaces. Arbors, courts and similar shade structures may be approved by the City instead of, or in combination with orchard parking.

11.01.03 Space defining elements such as trellises, columns, walls, arbors and hedges should be provided to enhance the appearance of parking lots. These elements should be consistent in design

and materials with the principal building(s) and other site features.

11.01.04 The location of open surface parking lots should always be to the rear or side of a building. In no case should surface parking lots be located closer to the adjoining public walks than ten (10) feet, which should include an attractive screen wall or fence and should be reinforced by landscaping.

11.01.05 Open parking paving material shall be Portland cement concrete or other material acceptable to the City.

11.01.06 The perimeter of open parking areas and driveways that are visible from adjacent streets, alleys, sidewalks, and/or dwelling units shall be screened with an attractive low wall, fence, or line of columns and shall be reinforced by a minimum five (5) foot wide landscape planter. Landscaping shall include screen trees planted at a maximum spacing of twenty (20) feet on center.

11.02 Commercial subsurface garages located below the adjacent grade are recommended. When required due to building constraints, subsurface garages should extend no more than five (5) feet above sidewalk grade and shall be landscaped to buffer the garage from the public way.

11.03 Private residential garages shall have automatic roll up garage doors. The maximum width for a two-car garage entrance shall be sixteen (16) feet and ten (10) feet for a single car garage entrance. A maximum of five (5) garage doors may be lined up consecutively. A space of at least twenty (20) feet shall be provided between each group of garage doors. Garages shall be located to the rear or sides of buildings.

12.00 Landscaping.

12.01 Plant materials should serve to create an "oasis" versus "desert" distinction. Oasis treatments should be reserved for areas of strong public significance such as Town Square and semi-public courts and gardens. The public aspect of more privatized areas

should be treated with a contrasting desert landscape.

12.01.01 Plant materials along streets in the immediate downtown should create an attractive and harmonious character.

12.01.02 Plant materials along streets outside the immediate downtown should reflect the following:

a. Street trees should be planted between the sidewalk and the roadway to create a buffer between pedestrians and automobiles. Consistency in species, size and spacing should be used to reinforce a strong street identity and character. Date Palms are highly recommended at project entries.

b. Trees with open branching structures should be used, such as the Pepper Tree, Honey Locust, Southern Magnolia, Chinese Pistacia and Chinese Evergreen Elm.

c. Landscaped areas should have a simple palette of plant species.

d. Plant materials that exhibit annual or seasonal color are recommended to highlight special locations, such as main building and/or driveway entrances.

12.02 Plant materials in other locations should be selected and placed to reflect both ornamental and functional characteristics.

12.02.01 Broadleaf trees should be the predominant large plant material used. They should be located adjacent to buildings and within parking areas to provide shade in the summer months.

12.02.02 Shrubs should be used as a screening device, for example, around mechanical appurtenances and to obscure grillwork and fencing associated with subsurface parking garages.

12.02.03 Flowering shrubs and trees should be used where they can be most appreciated, adjacent to walks, recreational areas, or as a frame for building entrances, stairs and walks.

12.02.04 Plant materials with annual or seasonal color are recommended to highlight special locations, such as open

courtyards, building entrances, or driveway entrances.

12.03 Garden walls for non-residential development along East Palm Canyon Drive shall be a maximum of forty-two (42) inches in height and shall be setback and separated from the public walk by a minimum parkway of five (5) feet in width. Walls for residential development shall be a maximum of six (6) feet in height and shall provide attractive, ornamental, main pedestrian entrance gates along the frontage. Walls in the front yard shall comply with minimum setback requirements.

12.04 At minimum a five (5) foot wide parkway of low-growing, drought tolerant ground cover and decomposed granite shall be provided along all street frontages. Broadleaf evergreen medium trees shall be planted within the parkway at spacing of approximately twenty-five to thirty (25-30) feet on center.

12.05 Pedestrian scale streetlights shall be installed as part of all new development. Luminaries shall be approximately thirteen (13) feet in height and located within the required parkway or sidewalk area at intervals of approximately forty-five (45) feet.

13.00 Lighting design.

13.01 The following recommendations are intended to promote an attractive nighttime pedestrian environment. They apply to all lighting installations.

13.01.01 A professional lighting designer or electrical engineer should be utilized to create a harmonious, effective and efficient lighting design.

13.01.02 Excessive illumination of areas should be avoided. Foot-candles should be less than one (1) at the property or boundary lines of a project.

13.01.03 Lighting should be used to punctuate and accent important areas such as entries and special architectural features.

13.01.04 Portions of lighting should be architecturally related to the building architecture. Color and finish of lighting metalwork should harmonize with the building's metalwork when applicable.

13.01.05 Lamps should be readily available so that replacement is prompt.

13.02 Sources for illuminating sidewalks, passageways, and street side yard areas should comply with the following:

13.02.01 Illumination should be shielded from casting light higher than fifteen (15) degrees below the horizontal plane, as measured from the light source.

13.02.02 Illumination should not cast light directly into adjacent residential windows.

13.02.03 A translucent or optical lens diffuser globe or shield is recommended.

13.02.04 For pedestrian areas, light poles should not exceed fourteen (14) feet in height, as measured from the finished grade of the area to be lit.

13.03 Lighting in parking lots or other large general public areas should incorporate the following:

13.03.01 Parking lot and general public area lighting should contrast with decorative and ornamental lighting and should utilize high-pressure sodium (yellow light) to create the desired effect.

13.03.02 Light poles should not exceed twenty-five (25) feet in height, as measured from the finished grade of the area to be lit.

13.04 Ornamental or decorative fixtures or fixtures used to create focal points should incorporate the following provisions:

13.04.01 Individual lamp wattage should not exceed one hundred fifty (150) watts incandescent, thirty-six (36) watts fluorescent, or fifty (50) watts high intensity discharge (HID), such as metal halide, color corrected "white" high pressure sodium, or mercury vapor lamps.

13.04.02 Decorative and ornamental lighting should contrast with general or parking lot lighting and should utilize mercury vapor or metal halide (white light) to create the desired effect.

14.00 Signs.

14.01 Signs should be architecturally compatible with a building's architectural

1. The first step in the process of creating a new product is to identify a market need. This can be done through market research, which involves gathering information about the target market and its needs.

2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves creating a detailed description of the product and its features.

3. The third step is to conduct a feasibility study. This involves assessing the technical, financial, and market viability of the product concept.

4. If the feasibility study is positive, the next step is to develop a business plan. This involves creating a detailed financial and marketing plan for the new product.

5. The final step is to launch the product. This involves creating a marketing campaign and distributing the product to the target market.

6. After the product has been launched, it is important to monitor its performance and make any necessary adjustments. This can be done through ongoing market research and sales analysis.

7. The final step in the process is to evaluate the success of the new product. This involves comparing the product's performance to the original market need and the business plan.

8. If the product is successful, the next step is to consider expanding the product line. This involves identifying new market needs and developing new product concepts.

9. The final step in the process is to maintain the product's success. This involves ongoing marketing and sales efforts to keep the product relevant and competitive in the market.

10. The final step in the process is to evaluate the overall success of the new product. This involves comparing the product's performance to the original market need and the business plan.

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style with regards to size, color, materials and illumination. Overall proportions should guide the design of signs.

14.02 Signs should be located on parapets, towers, turrets, recessed wall areas and/or other architectural features specifically designed for them.

14.03 Signs should be creative and emphasize artistic expression, especially when located in the Pickfair Core area of the downtown. Unconventional materials and desert colors should be explored when creating signage for the downtown.

14.04 Basic channel letters, can signs, or internally illuminated white background plex should be avoided.

14.05 Freestanding business identification signs in the Pickfair Core should be pedestrian oriented in nature (size and location) and should not attempt to gain the attention from vehicles traveling on surrounding streets. This should not apply theatre marquee signs.

14.06 All buildings containing two (2) or more tenant spaces shall submit a sign program for review and approval to the Planning Department. Sign programs will be reviewed in conformance with the Administrative Design Review process.

Chapter 9.25

DRN DOWNTOWN RESIDENTIAL NEIGHBORHOOD DISTRICT

Sections:

- 9.25.010 Purpose and intent
- 9.25.020 Permitted uses
- 9.25.030 Conditional uses
- 9.25.040 Prohibited uses
- 9.25.050 Dwelling unit equivalent
- 9.25.060 Density
- 9.25.070 Setbacks
- 9.25.080 Height
- 9.25.090 Parking
- 9.25.100 Fencing and screen walls
- 9.25.110 Open space/patios
- 9.25.120 Trash and recycling facilities
- 9.25.130 Design review
- 9.25.140 Conditional use permit

9.25.010 Purpose and Intent.

To provide appropriately located areas for residential dwellings at a medium to high range of population density, and to provide space for community facilities needed to complement urban residential uses.

9.25.020 Permitted Uses.

Home Occupations;
One-family dwellings in existence as of July 1, 2002;
Multiple-family dwellings;
Other similar uses as are approved by the Planning Commission.

9.25.030 Conditional Uses.

Schools and Churches;
Hotels or Inns;
Motels;
Bed and Breakfast Inns;
Non-residential uses; such as outdoor common recreation facilities and parks;
Other similar uses as are approved by the Planning Commission.

9.25.040 Prohibited Uses.

Uses not listed in this chapter are expressly prohibited. No land shall be used nor buildings and structures hereafter be erected, altered, enlarged, or otherwise

modified in this zoning district unless said use and improvement is in compliance with the district provisions.

9.25.050 Dwelling Unit Equivalent (d.u.e.)

For the purposes of determining multiple-family density, the following dwelling unit equivalent formulas shall be used.

A. Studio units shall be calculated at 0.5 dwelling units.

B. One bedroom units shall be calculated at 0.75 dwelling units.

C. Two bedroom units shall be calculated at 1.0 dwelling units.

D. Additional bedrooms shall be calculated at additional 0.5 dwelling units. For example, a three-bedroom unit would be 1.5 d.u.e.

9.25.060 Density.

One-family dwellings may be retained or replaced on a legally non-conforming lot of record having at least one public street frontage of fifty (50) feet or more and a minimum lot area of at least four thousand five hundred (4,500) square feet. Any exterior modifications or reconstruction requiring a building permit is subject to Design Review per Chapter 9.78.

Multiple-family dwellings are permitted at a medium density rate of one dwelling unit equivalent per each three thousand (3,000) square feet of net lot area. The minimum lot size for multiple-family dwellings at a medium density rate is 21,000 square feet.

Multiple-family dwellings are permitted at a high-density rate of one dwelling unit equivalent per each one thousand five hundred (1,500) square feet of net lot area. The minimum lot size for multiple-family dwellings at a high-density rate is 42,000 square feet.

9.25.070 Setbacks.

A. Street/alley: average of fifteen (15) feet.

B. Interior: zero (0) feet, or not less than ten (10) feet.

C. Yards that are adjacent to commercial districts shall be a minimum of

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ten (10) feet from the property line. Exception: detached garages and/or carports may be located zero (0) feet from the property line.

D. Porches and steps may extend a maximum of five (5) feet into the street/alley side setback.

9.25.080 Height.

A. Building height shall be measured from the adjacent sidewalk or finished grade, whichever is greater in elevation, to the top of cornice, parapet, or eave line. Buildings located on sloped lots shall be measured from the highest elevation point of the finished grade.

B. Height shall not exceed thirty-six (36) feet except:

1. Single family residential shall not exceed twenty-six (26) feet.

2. Additional height may be approved for buildings constructed above subsurface or surface parking, but in no case shall the overall height exceed forty-eight (48) feet.

3. Special architectural features such as towers, turrets, cupolas, building entry volumes, or ornamental portions of parapet walls, may exceed the maximum heights prescribed herein by not more than twelve (12) feet. Special architectural features may include habitable space but shall not have a footprint greater than twenty-five percent (25%) of the footprint of the main building to that it is attached.

4. Rooftop structures such as elevator and mechanical equipment enclosures, or roof deck trellises and gazebos may exceed the height limit by ten (10) feet, provided they are screened by a parapet or a pitched roof.

9.25.090 Parking.

1. Parking shall be determined based upon the following. At least one space per unit shall be enclosed within a garage.

A. Studio units shall provide one (1) spaces per unit.

B. One-bedroom units shall provide one and one half (1.5) spaces per unit.

C. Two-bedroom units shall provide two (2) spaces per unit

D. Each additional bedroom shall provide one-quarter (0.25) space per unit.

E. Multiple-family projects shall provide guest parking at twenty-five percent (25%) of the total required parking for the project.

2. Parking spaces shall meet the minimum dimensions described in Section 9.58. Compact spaces are not considered when calculating required parking.

9.25.100 Fencing and screen walls.

A. At the time of construction of any building, a perimeter fence shall be constructed around the property. The fence may be constructed of solid masonry or tubular steel and shall have decorative pilasters uniformly spaced along the entire length. The height shall be a minimum of forty-two (42) inches and a maximum of eighty-four (84) inches and shall be determined based on the project type and orientation. Incorporating a portion of a building into the required fence is permissible.

B. When open parking areas are located adjacent to perimeter walls, a minimum five (5) foot landscape planter shall be provided adjacent to the walls with screen trees planted at a maximum spacing of twenty (20) feet on center.

9.25.110 Open space/patios.

A. Common, useable open space shall be provided for all buildings containing four (4) or more units. A minimum total of two hundred ten (210) square feet of total open space shall be provided for each dwelling unit.

B. Landscaped courtyards and/or garden areas of at least one hundred (100) square feet per dwelling unit shall be provided.

C. In addition to landscaped common areas, at least sixty (60) square feet per dwelling unit of common outdoor paved deck or patio space shall be provided. This may be in the form of paved areas, common roof deck space, swimming pool and deck area, or any combination thereof. Required outdoor paved deck or patio areas shall be directly connected to the required

landscape common areas by walks, stairs and/or ramps.

D. At least fifty (50) square feet of private open space shall be provided for each dwelling unit. This space shall be in the form of a patio, deck or balcony attached to the individual dwelling unit.

E. All multi-family developments containing twenty (20) or more dwelling units shall provide a swimming pool. Other amenities, such as tennis courts or facilities for other court sports, barbecue pits, tot lots, laundry rooms and recreation rooms shall be required in accordance with applicable City guidelines for larger developments.

9.25.120 Trash and recycling facilities.

Trash and recycling enclosures, constructed to City standards, shall be required for all developments with three or more dwelling units that have alley or private common drive access capable of accommodating refuse removal vehicles, and all developments with five or more dwelling units regardless of access. The trash/recycling enclosure shall not be situated within twenty-five feet of the front or main entrance to any dwelling on site or on adjacent properties.

9.25.130 Design review.

Approval of development shall be processed per Chapter 9.78.

9.25.140 Conditional use permit.

Conditional use permits shall be processed pursuant to Chapter 9.72. Approval of development shall be processed per Chapter 9.78.

Chapter 9.31

MXC MIXED USE COMMERCIAL

Sections.

9.31.010 Purpose and intent

9.31.020 Permitted uses

9.31.030 Conditional uses

9.31.040 Uses when adjacent to DRN

9.31.050 Prohibited uses

9.31.060 Setbacks

9.31.070 Height

9.31.080 Site access

9.31.090 Parking

9.31.100 Trash and recycling facilities

9.31.110 Design review

9.31.120 Conditional use permit

9.31.010 Purpose and intent.

To provide for retail and service commercial uses which are of a high intensity and are necessary to provide a wide range of entertainment facilities, shopping facilities and goods, and professional and administrative offices.

9.31.020 Permitted uses.

Retail – new.

Eating and drinking establishments, including those serving alcohol beverages or providing entertainment, provided this activity is ancillary to food service.

Antique and import stores

Beauty salons or barber

Grocery stores

Florist

Jewelry store

Shoe repair

Health spa

Hotels and resort hotels

Museum

Pharmacy or drug store

Print shop

Book stores

Tailor or seamstress

Travel agencies

Insurance agencies

Real Estate agencies

Postal services

Banks, including ATM's

Other such similar uses as are approved by the Planning Commission.

9.31.030 Conditional uses.

Antique, exotic or specialty vehicle sales/services

Bars and Nightclubs, including establishments providing entertainment or permitting dancing and those serving alcoholic beverages not ancillary to food service.

Community center

Performing arts facilities

Movie theaters

Auditoriums

Commercial recreation facilities

Dry cleaners, laundry agency or self-service

Multiple-family residential, maximum density as described in the Downtown Residential Neighborhood (DRN) zone. When residential is located above commercial uses, access shall not be provided through the commercial use.

Membership clubs and lodges

Parking lots, surface or garages

Open air kiosks

Professional offices, including government, medical, dental or chiropractic.

Schools, churches or similar institutions.

Other such similar uses as are approved by the Planning Commission.

9.31.040 Uses when adjacent to DRN.

When multiple parcels are part of a single development, and the zoning for the development is a mixture of MXC (Mixed Use Commercial) and DRN (Downtown Residential Neighborhood), the provisions of either zone shall apply to the entire project area. The Planning Commission at the time of project approval shall make a finding that states the proposed development is in compliance with the EIR, and any revisions/modifications, that was previously adopted for the entire downtown redevelopment project.

9.31.050 Prohibited uses.

Drive-up, -in or -through services

Manufacturing uses

Mini warehousing

Motels

Psychic services

Residential on the first floor fronting the North side of East Palm Canyon Drive and/or Town Square

Retail-used
Tattoo and body piercing establishments

Wholesale tobacco stores

Uses not specifically listed in this chapter as permitted or conditionally permitted are expressly prohibited. No land shall be used nor buildings and structures hereafter be erected, altered, enlarged, or otherwise modified in this zoning district unless said use and improvement is in compliance with the district provisions.

9.31.060 Setbacks.

A. Setbacks shall meet the intent of the Downtown Design Guidelines.

1. Street/alley: No minimum

2. Interior: none, or minimum eight (8) feet but not to exceed fifteen (15) feet.

3. Exceptions: properties located along East Palm Canyon Drive, West Buddy Rogers Avenue or property that fronts along Town Square, shall have zero (0) interior setbacks except for public passageways.

B. The corner of a corner building may be setback at a diagonal no more than six (6) feet as measured at a forty-five degree (45°) angle from the corner.

C. Special architectural features as described in the Downtown Design Guidelines may project no more than three (3) feet over property lines into the public right-of-way but must be at least twelve (12) feet above the highest point in the right-of-way over which they project, and are subject to Design Review.

9.31.070 Height.

A. Building height shall be measured from the adjacent sidewalk or finished grade, whichever is greater in elevation, to the top of the cornice, parapet, or eave line. Buildings located on sloped lots shall be measured from the highest elevation point of the finished grade.

B. Building height shall not exceed fifty-five (55) feet and shall not be less than twenty (20) feet.

1. Exceptions:

a. Buildings that occupy corner parcels at the intersection of East Palm Canyon Drive and West Buddy Rogers Avenue or Cathedral Canyon Drive, up to fifty (50) feet of building mass measured from West Buddy Rogers Avenue or Cathedral Canyon Drive, may be built to a maximum of sixty-eight (68) feet. Special architectural features may also be added with no height limit for these locations.

b. The minimum height for newly constructed or renovated buildings located along East Palm Canyon Drive, Date Palm Drive and Cathedral Canyon Drive, shall be twenty-five (25) feet.

c. Theaters and buildings used for other similar entertainment venues may exceed established height limits and shall be reviewed on a case-by-case basis.

d. Additional height may be approved for buildings constructed above subsurface or surface parking, but in no case shall the overall height exceed sixty-eight (68) feet.

e. Special architectural features such as towers, turrets, cupolas, building entry volumes, or ornamental portions of parapet walls may exceed the maximum heights prescribed herein by not more than twelve (12) feet. Special architectural features may include habitable space but shall not have a footprint greater than twenty-five percent (25%) of the footprint of the main building to that it is attached.

f. Rooftop structures such as elevator and mechanical equipment enclosures, or roof deck trellises and gazebos may exceed the height limit by ten (10) feet, provided they are screened by a parapet or a pitched roof.

9.31.080 Site access.

Curb cuts and vehicular access lanes are not permitted on East Palm Canyon Drive, West Buddy Rogers Avenue, George Montgomery Trail or frontages along the Town Square, or as otherwise determined by the City Engineer.

9.31.090 Parking.

A. If the property is not within the area defined by East Palm Canyon Drive, Officer David Vasquez Way, Monty Hall

Avenue and Cathedral Canyon Drive, off-street parking shall be provided as follows:

1. Retail, eating and drinking establishments, personal and business services, and professional and government offices shall provide one (1) space per each three-hundred thirty-three (333) square feet of floor area.

2. Medical and dental offices shall provide one (1) space per each two-hundred (200) square feet of floor area.

3. Assembly uses, including clubs and lodges, shall provide one (1) space per each fifty (50) square feet of floor area.

4. Residential uses shall be as determined in the Downtown Residential Neighborhood (DRN) zone.

5. Other uses not listed shall be as otherwise provided in the Cathedral City Municipal Code.

6. The total number of spaces required shall be equal to the sum of the requirements for each individual use in a particular development.

7. Combined parking areas are permissible per section 9.58.060 of the Cathedral City Municipal Code.

9.31.100 Trash and recycling facilities.

A. All uses listed herein shall have enclosures that are constructed to City standards that accommodate both trash and recycling disposal.

B. When residential uses are located on the fourth floor of a building or higher, trash and recycling disposal chutes shall be provided for resident use.

9.31.110 Design review.

Approval of development shall be processed per Chapter 9.78.

9.31.120 Conditional use permit.

Conditional use permits shall be processed pursuant to Chapter 9.72. Approval of development shall be processed per Chapter 9.78.

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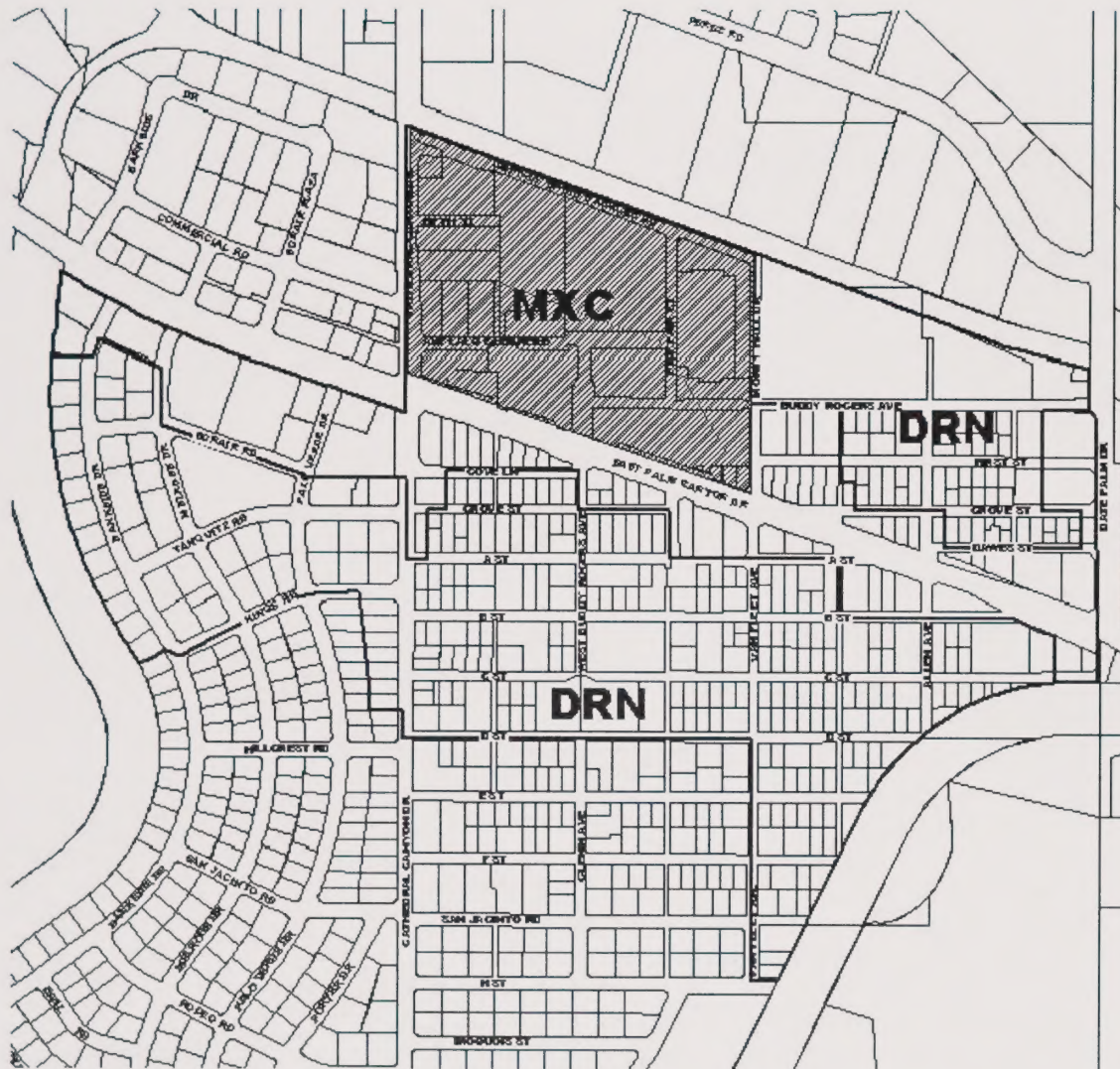
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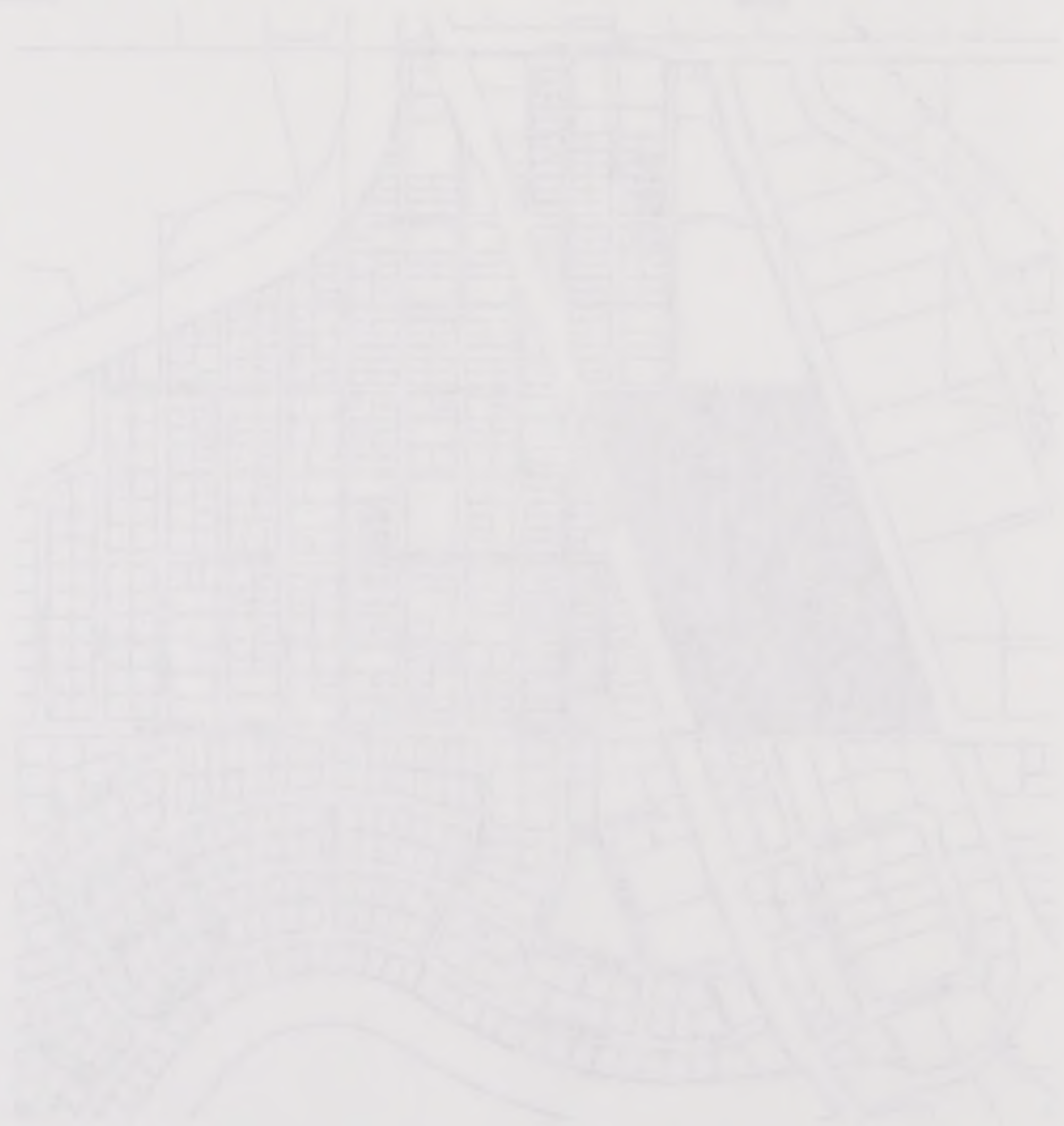


-  - **PICKFAIR CORE**
- DRN** - **DOWNTOWN RESIDENTIAL NEIGHBORHOOD**
- MXC** - **MIXED USE COMMERCIAL**

Zoning	Acreage
DRN	87.24
MXC	61.80

DOWNTOWN PLAN AREA AND ZONING MAP
EXHIBIT A

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Exhibit "B" Design Context and Desert Townscape, under preparation and will be made available shortly.

U.C. BERKELEY LIBRARIES



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